

# Yesterday, the internet went ablaze with yet another round of hoopla surrounding changes to Organic Reach for Pages, this time because of quotes from Dallas Mavericks owner Mark Cuban published on Read Write Web.

In the article, Cuban complains that in order for one of his companies' Pages' Posts to reach one million people on Facebook, his companies must pay roughly \$3,000 -- a sum that Cuban finds outrageous. Cuban claims to have shifted his companies' marketing strategies to Twitter and Tumblr as the "primary" sites for the businesses he's invested in, and rely less on Facebook.